

ESTABLISHED 1901

# DETTRA FLAG COMPANY, Inc.

## FLAG MANUFACTURERS

MAIN OFFICE & FACTORY

OAKS, (MONTGOMERY CO.,) PA.

REG. U. S. PAT. OFF.



WESTERN UNION AND POSTAL  
TELEGRAPH CONNECTIONS

BELL TELEPHONE  
537 PHOENIXVILLE

N. Y. OFFICE & STOCKROOM  
18 E. 17TH STREET

CHICAGO OFFICE  
123 W. MADISON STREET

PACIFIC COAST OFFICE  
737 TERMINAL STREET  
LOS ANGELES, CAL.

JANUARY 2, 1930

## DISTRIBUTOR'S NET PRICE LIST

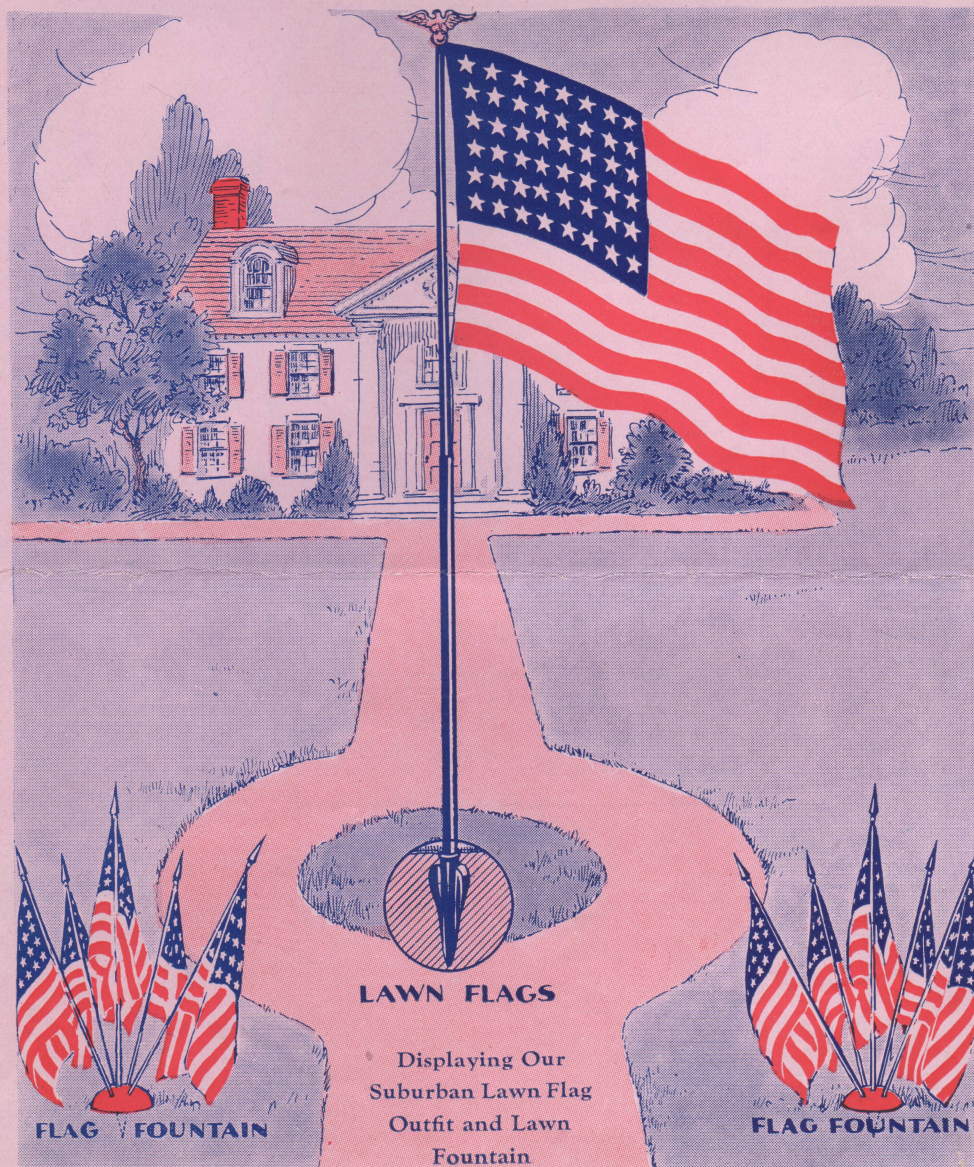
The DETTRA FLAG PRODUCTS, through the many outstanding attractive and distinctive features, offer to our large distributors of Flags the best possibilities for profit and sales.

Our Flags are neatly packed in attractive boxes and packages, that make splendid window and counter displays for the Retail Trade.

The beautiful Robin Egg Blue Lacquer Finish used on our flag poles, flag staffs and flag holders, has a distinctive appeal to the American public.

You will be appreciated among our many thousands of satisfied customers using the DETTRA FLAG PRODUCTS.

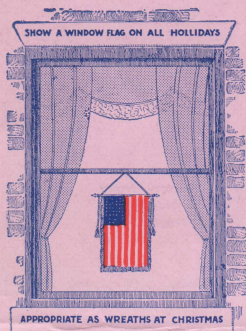
THESE PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE AND CANCELS ALL PREVIOUS PRICE LISTS



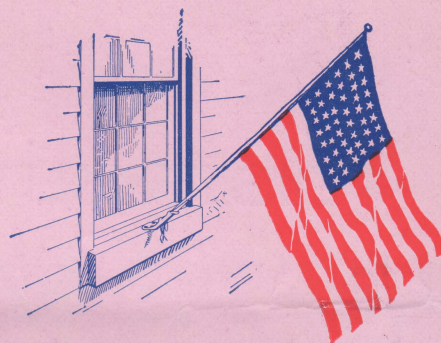
FOR PRICES ON THESE OUTFITS SEE PAGE 3, NUMBERS 260, 261, 265—PAGE 4—NO. 1518  
BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT



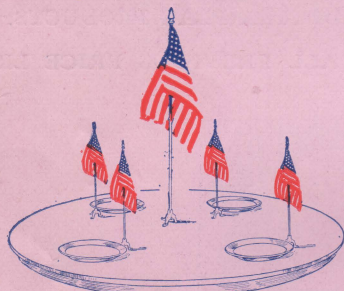
# EVERY HOME SHOULD HAVE AN AMERICAN FLAG



Our Sizes 12x18" and 7x10"  
SILK WINDOW BANNERS  
for Apartments and Homes.

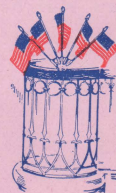


Our No. 195 and 220  
Window and Porch Flag Outfits.

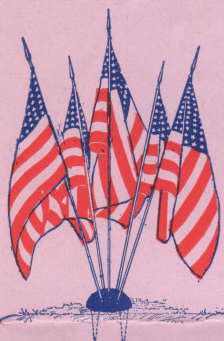


Our No. 146 FLAG SET  
Fine for Table Favors, Desk and Man-  
tle Ornaments.

Our No. 512 and 518  
HANDY PORCH  
FLAG CLUSTERS  
for porch railings and  
walls.



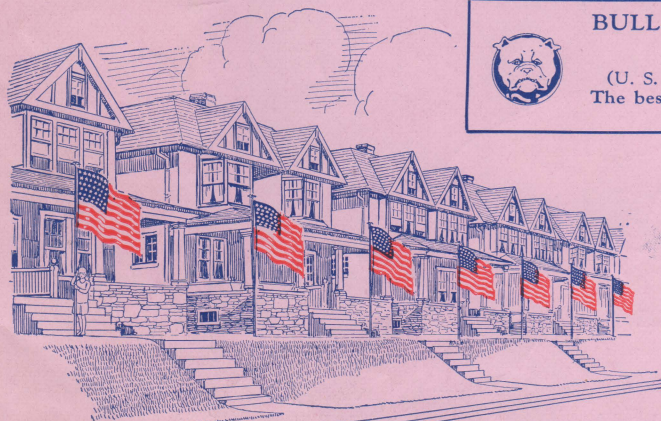
## VARIOUS WAYS TO DISPLAY OUR FLAG



Our No. 1518  
A Beautiful FLAG FOUNTAIN or  
LAWN SPRAY.



Our Style 11  
Marching Flags for Children, Soldiers'  
Graves and Parade Purposes. Various  
sizes.

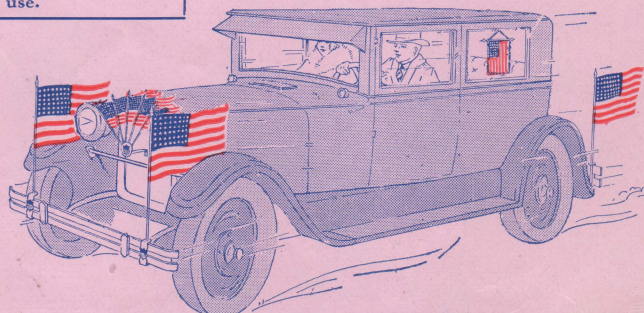


Our No. 260 and 265  
SUBURBAN LAWN FLAG SETS. A very appropriate display.



### BULL DOG BUNTING FLAGS

(U. S. Government Standard)  
The best flag made for outside  
use.



Our No. 950 and 1050 CLEAR VISION SETS, also No. 815 BUMPER  
SET. Flags on automobiles are appropriate and proper.



# OUR 1930 IMPROVED LINE DISTRIBUTORS' NET PRICE LIST

Page 3

Gentlemen:

For your convenience and ready reference, we are giving you net prices on the principal sizes and qualities of flags that you should carry in stock during the flag season.

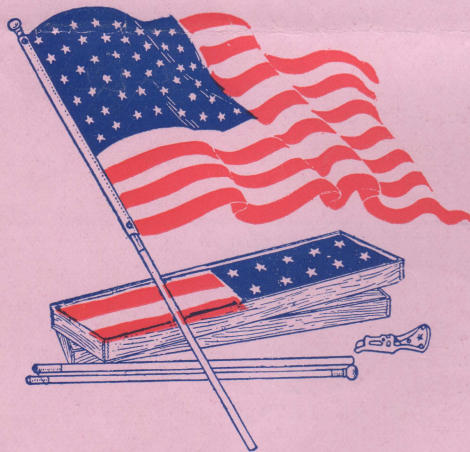
These prices are net, and are figured on a basis of 50% from the list prices in our large Catalogue No. 22.

Terms: 2% 10 days, 30 days net, F. O. B. Oaks, Pa.

## LARGE FLAGS

BULL DOG BUNTING FLAGS, SIZES UP TO 8x12 FEET ARE ATTRACTIVELY BOXED

Sizes	BULL DOG BUNTING "The Best" Dyed with Everlasting Colors Sewed Stars and Stripes (Page 15 of Catalog)	WOOL BUNTING Not Boxed Sewed Stars and Stripes (Page 17 of Catalog)	JUNIOR BUNTING Not Boxed Sewed Stars and Stripes (Page 20 of Catalog)	EVERWEAR Sewed Stripes and Printed Stars Dyed with Everlasting Colors (Page 23 of Catalog)	STANTEST Bleached White Stripes Printed Stars (Page 25 of Catalog)	"A" QUALITY Unbleached White Stripes Printed Stars (Page 25 of Catalog)
2x 3 ft.	\$ .70 each	\$ 1.23 each	\$ .65 each			
3x 5 ft.	1.10 each	2.25 each	.95 each	\$ 6.75 doz.	\$ 5.85 doz.	\$ 5.50
4x 6 ft.	1.60 each	3.15 each	1.35 each	9.75 doz.	8.40 doz.	8.00
5x 8 ft.	2.35 each	4.95 each	2.00 each	15.30 doz.	13.40 doz.	13.00
6x10 ft.	3.20 each	6.75 each	2.75 each	22.50 doz.	18.50 doz.	18.00
8x12 ft.	4.80 each	10.35 each	4.15 each	33.00 doz.		
10x15 ft.	7.30 each	18.90 each	6.25 each			



## FLAG OUTFITS IN BOXES

For use out of the window and on porches of every home.

### BULL DOG FLAG OUTFITS

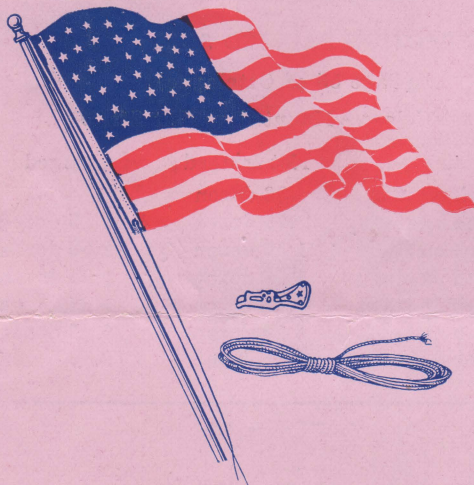
Bull Dog Flag, with De Luxe Blue Lacquered Jointed Pole, Ball, Rope, Holder (boxed)

No.	Size of Flag	Pole	Code	Size of Style N Holder	Weight Each	Price Each Boxed
215	3 x 5 ft.	7/8 in. x 7 ft.	Occur	1 in.	3 3/4 lbs.	\$1.50
220	4 x 6 ft.	1 in. x 8 ft.	Ocean	1 in.	5 1/4 lbs.	2.25

### STANTEST FLAG OUTFITS—BOXED

Flag with "De Luxe" Blue Lacquered Flag Pole, Gilt Ball, Rope and Galvanized Holder  
FLAGS HAVE BLEACHED WHITE STRIPES  
Boxed (Page 26 of Catalogue)

No.	Price
195, 3x5 ft.—6 ft. jointed pole, holder,	\$ 9.80 dozen
205, 4x6 ft.—8 ft. jointed pole, holder,	14.50 dozen
210, 5x8 ft.—8 ft. jointed pole, holder,	19.50 dozen



## FLAG OUTFITS—NOT BOXED

### STANTEST FLAG OUTFITS

Flag with "De Luxe" Blue Lacquered Flag Pole, Gilt Ball, Rope and Galvanized Holder  
Not Boxed (Page 27 of Catalogue)

No. 155, 3x5 ft. Flag, 6 ft. pole and holder,	\$ 8.00 dozen
No. 165, 4x6 ft. Flag, 8 ft. pole and holder,	12.00 dozen
No. 170, 5x8 ft. Flag, 8 ft. pole and holder,	17.00 dozen

## SUBURBAN LAWN FLAG OUTFITS

### BOXED

#### NO. 260

- 1 BULL DOG BUNTING FLAG Size 3x5 ft.
- 1 Class 2 Jointed Pole 8 ft. high with Robin Egg Blue Lacquer and Gilt Ball
- 1 Pershing Lawn Socket 1 in. diam. with non - swaying fins 12 in. long

No. 260—Boxed—Price, \$2.25 each

#### NO. 261

- 1 EVERWEAR BUNTING FLAG Size 3x5 ft.
- 1 Class 2 Jointed Pole 8 ft. high with Robin Egg Blue Lacquer and Gilt Ball
- 1 Pershing Lawn Socket 1 in. diam. with non - swaying fins 12 in. long

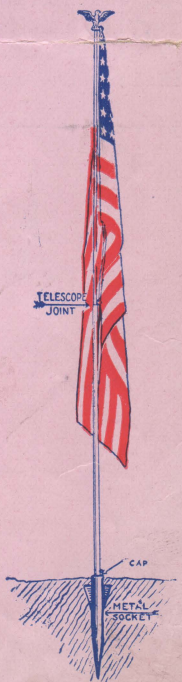
No. 261—Boxed—Price, \$1.65 each

THERE IS A VERY  
LARGE MARKET  
FOR THESE OUTFITS  
AMONG ALL THE  
SUBURBAN HOMES  
WHEREVER THERE  
IS ANY GRASS

#### NO. 265

- 1 STANTEST BUNTING FLAG, sewed stripes and printed stars Size 3x5 ft.
- 1 Class 2 Jointed Pole 8 ft. high with Robin Egg Blue Lacquer and Gilt Ball
- 1 Pershing Lawn Socket 1 in. diam. with non - swaying fins 12 in. long

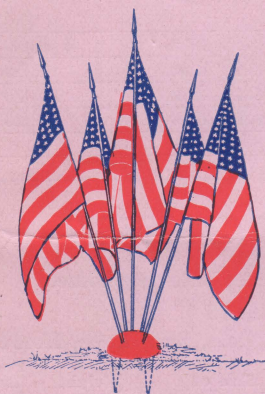
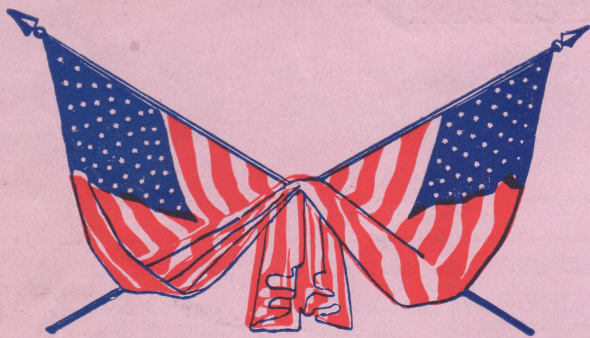
No. 265—Boxed—Price, \$1.50 each



BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT

Dettra's new illustrated flag boxes will help you sell Flags and aid your dealers in making window displays





### SPEARHEAD FLAGS (Page 29 of Catalogue)

You should always use our Style 11 Flags Mounted on Blue Staffs.  
It is a finished flag.

Style 11		Style 10	
Approximate Size	Mounted on lacquered staffs with gilt spears	Approximate Size	Mounted on white wood staffs with gilt spears
4x 6 inch	\$ 2.75 gross	4x 6 inch	\$ 2.50 gross
6x 9 inch	3.30 gross	6x 9 inch	3.00 gross
8x12 inch	4.25 gross	8x12 inch	3.88 gross
10x15 inch	6.70 gross	10x15 inch	6.10 gross
12x18 inch	8.25 gross	12x18 inch	7.50 gross
15x24 inch	12.75 gross	15x24 inch	11.60 gross
18x30 inch	18.15 gross	18x30 inch	16.50 gross
24x36 inch	27.50 gross	24x36 inch	25.00 gross
30x48 inch	60.50 gross	30x48 inch	55.00 gross
36x60 inch	82.50 gross	36x60 inch	75.00 gross

Our Blue Lacquered Staffs used on the Style 11 Spearhead will give you a distinctive line that is not so competitive.  
Order samples at once.

### FLAG FOUNTAIN FOR THE GRASS (New) NO. 1518

Contains 5 Style 11 Spearhead Flags on Blue Lacquered Staffs and one Lawn or Ground Flag Holder. All in a box.

Contents: No. 1518—4—10x15 and 1—12x18 in. Style 11 Spearhead Flags and Flag Fountain Holder—all in a box. Price, \$5.00 per dozen sets.

### MUSLIN FLAGS (Page 32 of Catalogue)

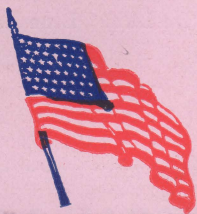
No. 1—2x3 in.	\$ .40 gross	No. 7—11x18 in.	\$ 5.40 gross
No. 3—3 1/3x6 in.	.72 gross	No. 7 1/2—12x22 in.	7.20 gross
No. 5—6x9 1/2 in.	1.80 gross	No. 8—18x27 1/2 in.	11.70 gross
No. 6—8x14 in.	3.15 gross	No. 9—20x36 in.	18.00 gross

### SILK and LISLE FLAGS (Page 57 of Catalogue)

Mounted on Lacquered Staffs

Fast Color Flags, others are not

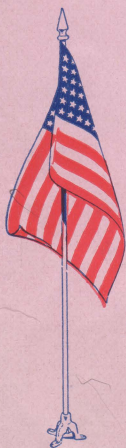
Approximate Size	Not fringed	Fringed
2x 3 inch on pins	\$ 2.70 gross	
4x 6 inch on staffs	4.00 gross	7.75 gross
6x 9 inch on staffs	7.50 gross	12.75 gross
12x18 inch on staffs	20.00 gross	30.50 gross



### PERFECTION PRINTED SILK FLAGS (Page 55 of Catalogue)

Fast Colors. Mounted on Gilt Staffs

Approximate Size	Not fringed	Fringed
2x 3 inch on pins	\$ .33 dozen	
4x 6 inch on staffs	.75 dozen	\$1.25 dozen
7x10 inch on staffs	1.50 dozen	2.50 dozen
8x12 inch on staffs	1.88 dozen	2.75 dozen
12x18 inch on staffs	3.45 dozen	5.25 dozen
16x24 inch on staffs	6.10 dozen	9.25 dozen
24x36 inch on staffs	12.15 dozen	19.20 dozen



### TABLE OR DESK FLAG SET

Suitable for Banquet Tables, Favors or Desk Decoration—A REAL BEAUTY.

Each set consists of one printed silk flag mounted on a gilt staff and one miniature flag stand. Boxed.

No.	Size of Flag	Not Fringed		Fringed	
		Price	Price	Price	Price
		Packed one doz.	Packed one	Packed one doz.	Packed one
		in a box	in a box	in a box	in a box
146	4x 6 inch	\$15.00 gross	\$21.00 gross	\$18.00 gross	\$25.00 gross
147	7x10 inch	\$2.25 doz.	\$2.80 doz.	\$3.30 doz.	\$3.90 doz.

For Table Decorations, for Luncheons and Dinner Parties—All Clubs—Hotels and Resorts can use these sets in large quantities.

BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT

Dettra's new illustrated flag boxes will help you sell Flags and aid your dealers in making window displays

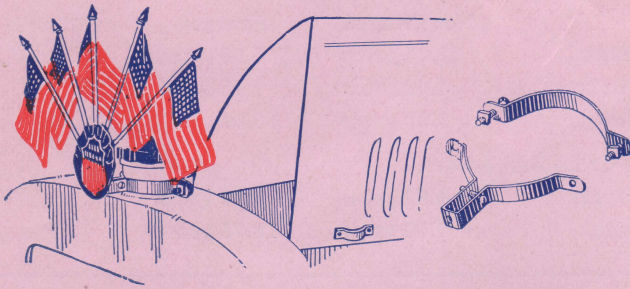


## "BOULEVARD" RADIATOR AUTO FLAG SETS, BOXED

(These Sets are for the Radiator Cap Only)

(Page 64 of Catalogue)

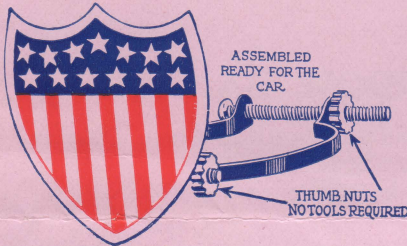
We use a legitimate 25-cent holder in these sets, other manufacturers use a 10-cent holder.  
All of our Flag Sets packed in new handsome illustrated boxes.



Including BOULEVARD Holder, with U. S. Shield in colors  
on blue lacquer removable front plates.

All Flags are mounted on beautiful blue lacquered staffs.

	Not Fringed	Fringed
No. 500, 5—4x6 in. Printed Silk Flags and holder, boxed	\$5.50 doz.	\$7.80 doz.
No. 600, 5—4x6 in. Silk and Lisle Flags and holder, boxed	3.75 doz.	\$6.00 doz.
No. 460, 5—4x6 in. Printed Cotton Flags and holder, boxed	3.00 doz.	5.00 doz.



## "ASSEMBLED" AUTO FLAG SETS, BOXED

Includes Our Assembled Holder with U. S. Shield in Colors—Blue Lacquer Finish

	Not Fringed	Fringed
No. A 546—5—4x6 in. Cotton Flags and Holder	\$25.00 gr.	\$40.00 gr.
No. SL 546—5—4x6 in. Silk and Lisle Flags and Holder	33.50 gr.	50.00 gr.

## "ROAD KING" CROSS BAR BUMPER AUTOMOBILE FLAG SETS BOXED

### EACH SET INDIVIDUALLY BOXED

Consisting of five Silk or Silk and Lisle or Cotton Flags, special wearing quality for automobiles. Mounted on a blue enameled staff with gilt spear. The "Road King" flag holder has a U. S. shield in colors on a nickel-plated front plate. The clamp is adjustable to the cross bar between the lamps on all automobiles. Can also be attached to front and rear bumpers.

Suitable for the Finest Cars

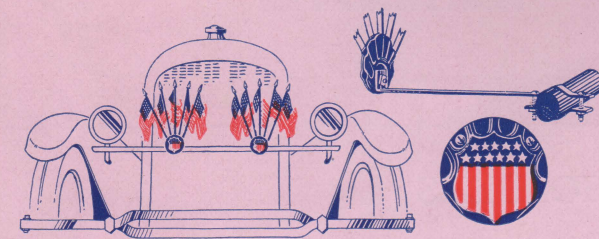
### SILK AND LISLE FLAG SETS

Material Specially Constructed to Wear

	Not Fringed	Fringed
770—5—6x9 in. Flags and Auto Holder	\$6.00 doz.	\$8.25 doz.

### PRINTED COTTON FLAG SETS

	Not Fringed	Fringed
960—5—6x9 in. Flags and Auto Holder	\$3.38 doz.	\$5.63 doz.



These sets will fit any make of car. All cars have the lamp cross bars. The flags are mounted on 16-inch sticks. The sets make a big display.

## "CLEAR VISION" FLAG SETS, BOXED

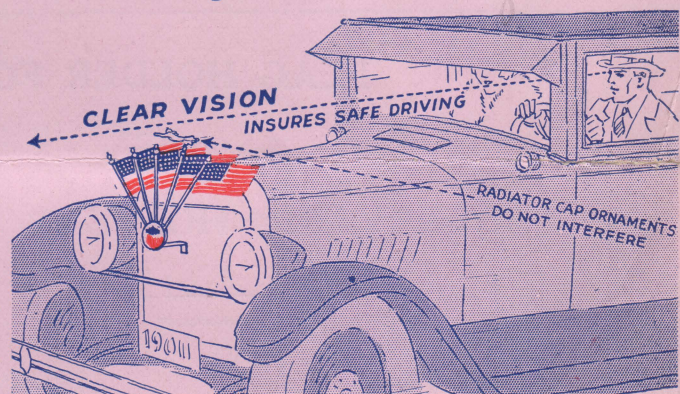
For safety driving—Flags in full view of driver—adjustable to desired height—attached thru radiator, not on cap. Fits all makes. These sets allow use of larger Flags without interfering with driver's vision.

Positively will NOT injure the radiator.

Includes one Clear Vision Flag Holder (New), with U. S. Shield in colors. Front disc removable. All Flags mounted on Blue Lacquered Staffs.

No.	Price	Not Fringed	Fringed
950—5—4x6 in. Cotton Flags and Holder. Boxed	\$3.00 doz.	\$5.00 doz.	
1050—5—4x6 in. Silk and Lisle Flags and Holder. Boxed	3.75 doz.	6.00 doz.	
1075—5—4x6 in. Printed Silk Flags and Holder. Boxed	5.50 doz.	7.80 doz.	
1150—5—6x9 in. Cotton Flags and Holder. Boxed	3.38 doz.	5.63 doz.	
1250—5—6x9 in. Silk and Lisle Flags and Holder. Boxed	6.00 doz.	8.25 doz.	

P. S.—In these auto sets the larger size, 6x9 in. Flags, look exceptionally well and still do not interfere with the safety vision.



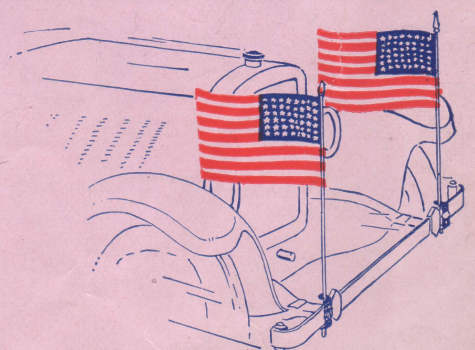
## "TOURIST" BUMPER FLAG SETS, BOXED

Fine for Buses—Taxis—Parades

No. 815—2 Tourist Holders and 2—10x15 inch Flags, mounted on

Blue Lacquered Staffs

Price per gross sets of 2 Flags and Holders, \$40.00

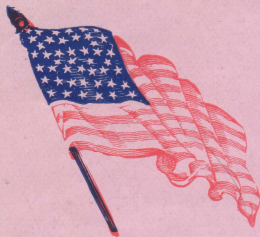


BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT

Dettra's new illustrated flag boxes will help you sell Flags and aid your dealers in making window displays



## AUTOMOBILE FLAGS

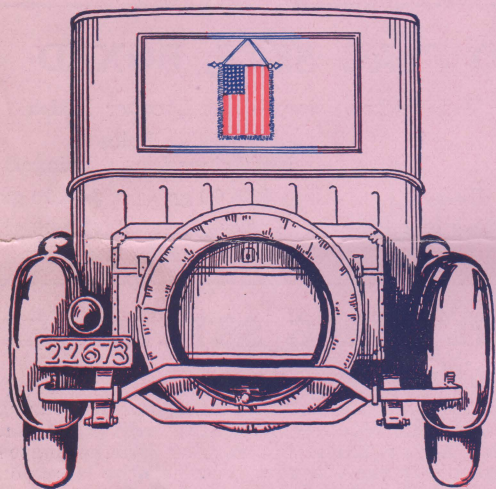


Use this size only on the radiator cap, also Clear Vision Holders.

Size of Flag	Quality	Price	
		Not Fringed	Fringed
4x6 inch, Printed Cotton, mounted on Blue Sticks		\$2.75 gross	\$ 6.50 gross
4x6 inch, Silk and Lisle, mounted on Blue Sticks		4.00 gross	7.75 gross
4x6 inch, Printed Silk, mounted on Gilt Sticks		9.00 gross	15.00 gross

Use this size only for Cross Bar Holder.

6x9 inch, Printed Cotton, mounted on Blue Sticks	3.30 gross	8.00 gross
6x9 inch, Silk and Lisle, mounted on Blue Sticks	7.50 gross	12.75 gross



## "SEDAN" WINDOW BANNERS

Each Banner Includes Cord and Tassel—Cross Arm and Either Fringed or Not Fringed

It is proper to show these Banners on automobiles.

Size	Price	
	Not Fringed	Fringed
4x 6 inch Printed Silk	\$1.00 dozen	\$1.50 dozen
4x 6 inch Silk and Lisle	.88 dozen	1.25 dozen
6x 9 inch Silk and Lisle	1.13 dozen	1.63 dozen
7x10 inch Printed Silk	2.00 dozen	3.00 dozen

Packed 3 Flags in a Box

## AUTOMOBILE FLAG HOLDERS

Owing to the many different designed automobile fronts, particularly the radiator caps on the automobiles, it is almost necessary for us, as manufacturers, to sell our dealers several styles of Automobile Flag Holders.

1. To go on the radiator caps of the majority of the automobiles.
2. Where the radiator caps are too large, to either go on the cross bar between the lamps of the automobiles, or through the radiator shell, or on the bumpers.

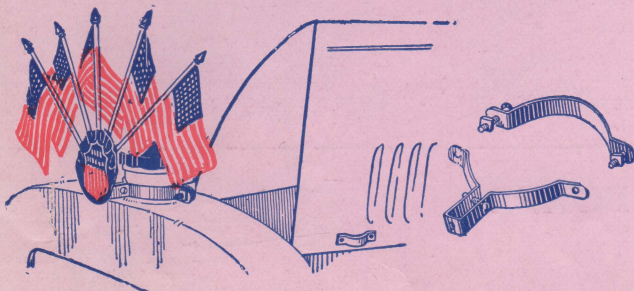
We are classifying the Automobile Holders accordingly.

## FLAG HOLDER FOR THE RADIATOR CAP

(Suitable for the Majority of Automobiles)

Use 4x6 inch Flags Only

### "BOULEVARD" HOLDER

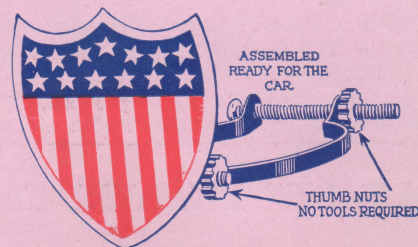


**BOULEVARD**, for the Radiator Cap, with U. S. Shield in colors on blue lacquered fronts and straps. The best 25-cent flag holder on the market.

Packed individually, 1 to a box, \$18.00 gross.

In bulk, 1 dozen to box, \$16.65 gross.

### "ASSEMBLED" FLAG HOLDER



For Radiator Cap—U. S. Shield in Colors

Blue Lacquer Finish—A Big Seller

All assembled—no tools required

Packed 1 to a box, Packed 1 dozen to a box,

\$11.65 per gross

\$10.00 per gross

BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT

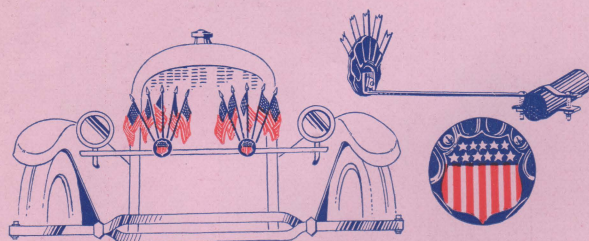
Dettra's new illustrated flag boxes will help you sell Flags and aid your dealers in making window displays



# FLAG HOLDERS FOR THE CROSS BAR BETWEEN THE LAMPS

(This holder will fit any automobile)  
Use 6x9 inch flags only

## "ROAD KING" FLAG HOLDER



Patent applied for

Holds One to Seven Flags  
For Lamp Cross Bars and Bumpers

For attaching flag clusters to the cross bars between the front lamps, also for front and rear bumpers.

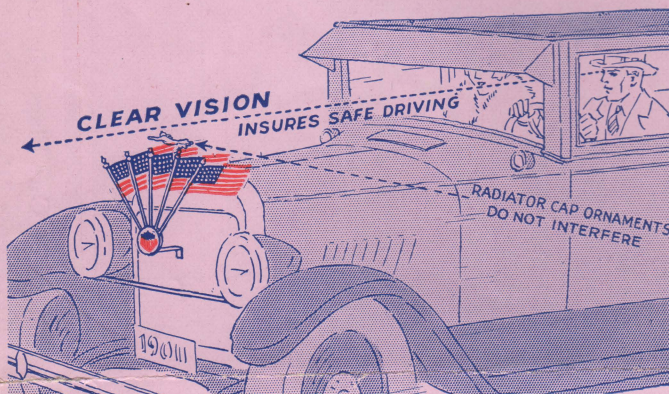
Just what the motorist has been looking for—is instantly attached or removed and makes a beautiful decoration. One, two or three sets may be used.

Code Word		Per Doz.	Per Gross
Road	Packed 1 to a box	\$2.00	\$20.00
	Packed 6 dozen to a carton		
King	Packed bulk, 1 dozen to box	1.80	18.00
	Packed 1 gross to a carton		

## "CLEAR VISION" FLAG HOLDER

Designed for Safety Driving

This is a splendid holder—suitable for most cars—Flags are always within the vision of the driver. Positively will not damage the radiator.

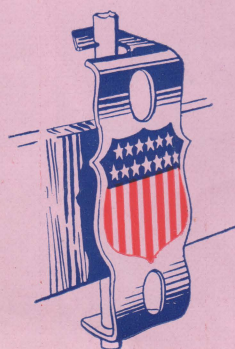


This holder, going on the front of the radiator, with a projecting arm that is adjustable—does not interfere with any radiator cap ornament. Blue Lacquer finish. Has the removable front discs. Holder allows for use of larger size Flags.

Packed in bulk, 1 dozen to box,	Packed 1 to a box,
\$19.50 per gross	\$20.00 per gross

## "TOURIST" FLAG HOLDER

Fine for Parades—Taxis—Buses, etc.



The only Flag Holder for the bumpers of cars that will not sway. The Flags are always in an upright position. U. S. Shield in colors. Blue Lacquer finish. Made of spring steel.

Packed two Holders in an envelope,
\$20.00 per gross sets

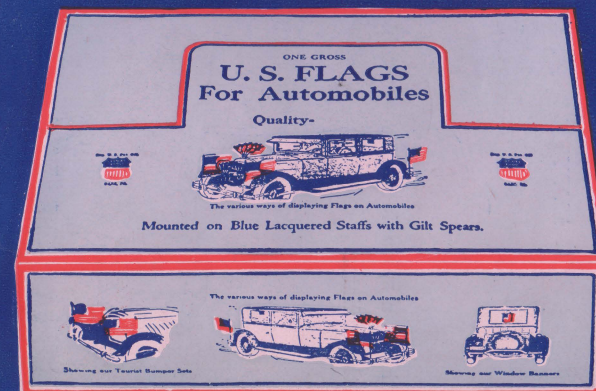
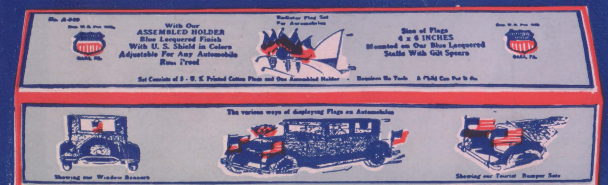
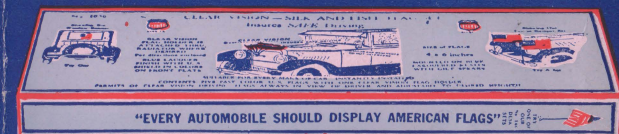
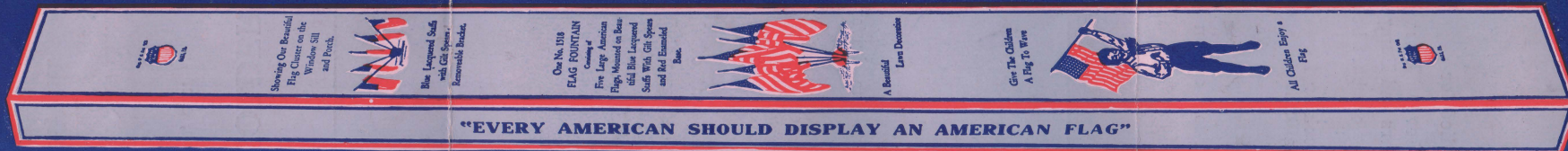
BALANCE OF ITEMS LISTED IN CATALOG NO. 22, LESS 50% DISCOUNT

Dettra's new illustrated flag boxes will help you sell Flags and aid your dealers in making window displays



# Illustrating a Few of the "DETTRA FLAG PRODUCTS" in Their Beautiful Boxes

Before You See the Flag You See the Box!



THE "DETTRA FLAG PRODUCTS"  
ARE

1. Quality of Our Flags—In Beautiful Boxes.
2. For Counter Display—Brightens the Distributor's Store and Showrooms.

"DISPLAY AND SELL FLAGS  
ALL